

ORDER



Orders
Order / Rev: 692557
Alt Order #: 06186332
Product Desc: NRCC IE
Estimate: 2601
Flight Dates: 09/28/12 - 10/04/12
Original Date / Rev: 09/28/12 / 09/28/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: National Media Research Planning/ PC
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: NRCC-IE
Demographic: A35-64
Product Codes: PL-State/Local,IS-Issue/Non
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	9	\$16,750.00	\$14,237.50
10/01/12	10/04/12	21	\$24,850.00	\$21,122.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	9	\$16,750.00	\$14,237.50	0.00
October 2012	21	\$24,850.00	\$21,122.50	0.00
Totals	30	\$41,600.00	\$35,360.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	21%	\$41,600.00
Market	100%	\$198,095.24

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	11%	\$21,790.48
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	21%	\$41,600.00
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	45%	\$89,142.86
WFTC	2%	\$3,961.90

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	09/28/12	09/28/12	Tonight Show Tonight Show	CM	1035pm-1135pm	----F--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
TONITE SHW-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	1		\$650.00		0.00						
2	KARE	09/28/12	09/28/12	M-F 6-630p KARE 11 6 News	CM	6-630p	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
KARE11NWS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	1		\$1,200.00		0.00						
3	KARE	09/28/12	09/28/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm	----F--	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	1		\$1,400.00		0.00						
4	KARE	09/28/12	09/28/12	Today Show Today Show	CM	7-9a	----F--	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	1		\$750.00		0.00						
5	KARE	09/28/12	09/28/12	Fri Prime B GRIMM	CM	8-9p	----F--	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
GRIMM-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	1		\$1,300.00		0.00						
6	KARE	10/01/12	10/01/12	M-F 10-1035p KARE News 10p	CM	10-1035P	M-----	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
KARE11NWS-10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$2,200.00		0.00						
7	KARE	10/01/12	10/01/12	M-F 6-630p KARE 11 6 News	CM	6-630p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
KARE11NWS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$1,200.00		0.00						
8	KARE	10/01/12	10/01/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	M-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
KARE11-SUNRS@6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$750.00		0.00						
9	KARE	10/01/12	10/01/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$1,400.00		0.00						
10	KARE	09/29/12	09/29/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	-----S-	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
KARE11NWS-10SA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-	1		\$2,200.00		0.00						
11	KARE	09/29/12	09/29/12	Sat 6-630p KARE 11 6 News Sa	CM	KARE 11 6 News	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
KARE11NWS-6 SA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-	1		\$750.00		0.00						
12	KARE	09/29/12	09/29/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$700.00	P-2	0.00	NM	2	\$700.00
KARE11 NWS SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-	1		\$700.00		0.00						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
12	KARE	09/29/12	09/29/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$700.00	P-2	0.00	NM	2	\$700.00
KARE11 NWS SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-----S-		1		\$700.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KARE	09/24/12-09/30/12		Sat 8-10a		8-10a	-----Sa--	:30		(\$700.00)	0.00	NM			
See MG 12.2, 12.3 [Prgm Change] Ryder Cup															
2	KARE	10/01/12-10/04/12		M-F 5-6a		5-6a	MTWTh-----	:30		\$350.00	0.00	NM			
Ⓜ MG for 12.1 09/29															
3	KARE	10/01/12-10/04/12		M-F 5-6a		5-6a	MTWTh-----	:30		\$350.00	0.00	NM			
Ⓜ MG for 12.1 09/29															
13	KARE	09/30/12	09/30/12	Golf Ryder Cup Ryder Cup	CM	6A-5P (11:00 AM-5:00 PM)	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
RYDER CUP 9/30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-----S		1		\$1,500.00		0.00					
14	KARE	09/30/12	09/30/12	NFL Regular Season Fo NFL Regular Season F	CM	715P-1030P	-----S	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
NBC SUN-FTBL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-----S		1		\$7,000.00		0.00					
15	KARE	10/04/12	10/04/12	Tonight Show Tonight Show	CM	1035pm-1135pm	---T---	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
TONITE SHW-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	---T---		1		\$650.00		0.00					
16	KARE	10/04/12	10/04/12	M-F 6-630p KARE 11 6 News	CM	6-630p	---T---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
KARE11NWS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	---T---		1		\$1,200.00		0.00					
17	KARE	10/04/12	10/04/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	---T---	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
KARE11-SUNRS@6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	---T---		1		\$750.00		0.00					
18	KARE	10/04/12	10/04/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm	---T---	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	---T---		1		\$1,400.00		0.00					
19	KARE	10/04/12	10/04/12	Today Show Today Show	CM	7-9a	---T---	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	---T---		1		\$750.00		0.00					
20	KARE	10/02/12	10/02/12	Tonight Show Tonight Show	CM	1035pm-1135pm	-T-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
TONITE SHW-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-T-----		1		\$650.00		0.00					
21	KARE	10/02/12	10/02/12	M-F 6-630p KARE 11 6 News	CM	6-630p	-T-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
KARE11NWS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-T-----		1		\$1,200.00		0.00					
22	KARE	10/02/12	10/02/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm	-T-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
ENT TONIGHT 30															

Order / Rev: 692557
 Alt Order #: 06186332
 Flight Dates: 09/28/12 - 10/04/12

Advertiser: NRCC-IE
 Product Desc: NRCC IE
 Estimate: 2601

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
22	KARE	10/02/12	10/02/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm	-T-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$1,400.00		0.00			
23	KARE	10/02/12	10/02/12	Today Show Today Show	CM	7-9a	-T-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$750.00		0.00			
N24	KARE	10/02/12	10/02/12	Tue Prime C Parenthood	CM	9-10p	-T-----	:30	1	\$3,000.00	P-2	0.00	NM	0	\$0.00
PARENTHOOD-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$3,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KARE	10/01/12-10/07/12		Tue Prime C		9-10p	-T-----	:30		(\$3,000.00)		0.00	NM		
Credited															
25	KARE	10/03/12	10/03/12	M-F 10-1035p KARE News 10p	CM	10-1035P	--W----	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
KARE11NWS-10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----					1	\$2,200.00		0.00			
26	KARE	10/03/12	10/03/12	M-F 6-630p KARE 11 6 News	CM	6-630p	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
KARE11NWS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----					1	\$1,200.00		0.00			
27	KARE	10/03/12	10/03/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm	--W----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----					1	\$1,400.00		0.00			
28	KARE	10/03/12	10/03/12	Today Show Today Show	CM	7-9a	--W----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----					1	\$750.00		0.00			
29	KARE	10/03/12	10/03/12	Wed Prime B LAW ORDER: SVU	CM	8-9p	--W----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
L&O:SVU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----					1	\$1,300.00		0.00			
N30	KARE	10/01/12	10/01/12	Mon Prime THE VOICE	CM	Mon Prime (6:58 PM-9:00 PM)	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$3,000.00		0.00			
													Totals	30	\$41,600.00